

Arizona *CUT IT OUT* Program



ARIZONA ATTORNEY GENERAL
TERRY GODDARD
WWW.AZAG.GOV

Progress Report **April 2006-May 2007**

Submitted by: Office of Arizona Attorney General Terry Goddard

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Introduction

Attorney General Terry Goddard, the Arizona State Board of Cosmetology, and the Arizona Coalition Against Domestic Violence have joined forces with the national *CUT IT OUT* Program to help combat the tragedy of domestic violence in Arizona.

CUT IT OUT is a national campaign that builds awareness of domestic abuse and trains salon professionals to recognize warning signs and safely refer clients to local resources. The national *CUT IT OUT* Program, sponsored by Southern Living At HOME, Clairol Professional, and the National Cosmetology Association, has developed educational materials for salon professionals to reach out to clients who may be victims.

Enlisting the cosmetology community's unique skills and access to women, *CUT IT OUT* provides salon professionals training and information to assist victims in getting the help they desperately need. Stylists do not serve as counselors, but instead connect clients suspected of being abused to persons who are trained to help them.

The Arizona Coalition Against Domestic Violence has conducted training sessions at Arizona's cosmetology schools and hair shows.

The Arizona State Board of Cosmetology has distributed informational materials to approximately 4,500 salons in Arizona.

Through the partnership and cooperation of the Attorney General's Office, the Arizona Coalition Against Domestic Violence, the Arizona Board of Cosmetology, and the National *CUT IT OUT* Program, we strive to build upon the success the program has already achieved. Through our continued efforts, we believe that the *CUT IT OUT* Program will help us reach our goals of helping victims of domestic abuse in Arizona.



Training at Turning Point Beauty College
Mesa, Arizona - April 10, 2007

Program Achievements

- ❖ Prior to launching the *CUT IT OUT* Program, Attorney General Terry Goddard established a 25 member advisory committee with representatives from the Arizona Board of Cosmetology and victim advocacy organizations, as well as domestic violence experts, to explore the best way to implement the program in Arizona.
- ❖ The Attorney General's Office produced an Arizona *CUT IT OUT* brochure that was printed courtesy of Blue Cross/Blue Shield of Arizona.
- ❖ On April 20, 2005 the Arizona *CUT IT OUT* Program was successfully launched by Attorney General Terry Goddard, the Arizona Coalition Against Domestic Violence (ACADV), and the Arizona State Board of Cosmetology at Rolf's Salon in Scottsdale.
- ❖ In 2006, the sponsors of *CUT IT OUT* attended the yearly Southwest Beauty and Nail Show for the second year in a row to promote the program and were joined by over 7,500 cosmetologists.
- ❖ The first Train the Trainers event was held on November 30, 2005 and included 28 participants from 10 different organizations. Since then, those trainers have gone on to train hundreds of cosmetologists in their own communities throughout Arizona.
- ❖ The Adopt-a-Shelter program was launched in April 2006 to provide salons with guidelines on how to partner with local domestic abuse shelters. Attorney General Goddard made awareness of the Adopt-a-Shelter program the focus of his efforts during 2006; promoting it in the press and distributing referral materials.
- ❖ The Arizona State Board of Cosmetology is distributing informational materials to approximately 4,500 salons in Arizona through events and site visits.
- ❖ In 2006-2007, the Arizona Attorney General's Office and the Arizona Coalition against Domestic Violence have conducted nine training sessions at beauty school throughout Arizona, reaching over 350 salon professionals.
- ❖ The *CUT IT OUT* Web site at azag.gov was created and launched in April 2005 to provide information on the program to the public.
- ❖ The Attorney General's Office and the Arizona Coalition Against Domestic Violence distributed *CUT IT OUT* materials at the 2005, 2006 and 2007 Walks to End Domestic Violence. The Walk raises funds for Maricopa County domestic violence shelters.

Special Events



Attorney General Goddard presenting at the
Adobe Ranch Wellness Spa
Globe, Arizona - March 15, 2007

On March 15, 2007, Attorney General Terry Goddard visited Globe and Safford on his Inaugural Tour in order to promote the *CUT IT OUT* Program. In Globe, the Attorney General conducted a training session at the Adobe Ranch Wellness Spa. There were 25 participants representing several local salons and the Gila County Safehome. Some of the participants shared personal stories of their own struggles against domestic violence. The session was a great success

and each trainee took brochures, shoe cards and information on the Adopt-a-Shelter program back to their salons.

In Safford, Attorney General Goddard toured the Gila County Safehome. The Attorney General presented a plaque to the Gila County Safehome director, Jean Crinan, for her activity in the community. Jean Crinan and her staff have trained several salons in their area and distributed materials around the community.



Attorney General Goddard with
Jean Crinan at the Gila County Safehome
Safford, Arizona - April 4, 2007

Adopt-a-Shelter



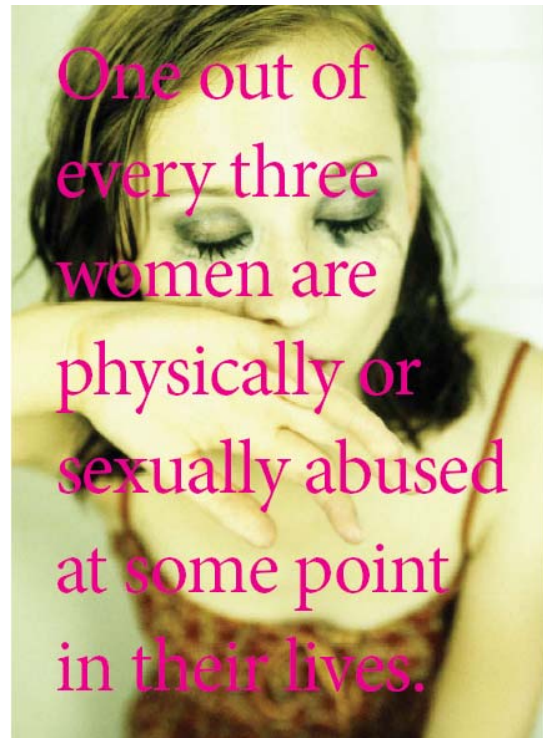
Attorney General Terry Goddard with Jill Wilson, owner of Adobe Ranch Wellness Spa, Globe, Arizona - March 15, 2007

The role that local salons play in the life of women suffering from abuse can be life changing. Jill Wilson of Adobe Ranch Wellness Spa in Globe supports her local shelter and is working with the Attorney General's Office to promote the *CUT IT OUT* program and help stop domestic violence in her community. Ms. Wilson believes that beauty salons serve more than just a superficial purpose, but help women to feel confident and good about themselves. We are working to encourage others to follow her example and reach out to women and shelters in their communities.

The Adopt-a-Shelter program is a great way for salons to help victims of domestic violence by partnering with shelters and providing support to victims. The Arizona Adopt-a-Shelter program was launched in April 2006 and remained the focus of the Attorney General's efforts throughout the year.

Since receiving the brochures, the Arizona Attorney General's Office has distributed them through events held by the Arizona Coalition Against Domestic Violence, including the Domestic Violence Walk. ACADV plans on giving them out to salon professionals at all of their future training sessions.

The brochure is also available on the *CUT IT OUT* page of the Attorney General's Web site (www.azag.gov). It can be accessed by clicking on the Adopt-a-Shelter link at the bottom of the page.



Adopt-a-Shelter
Salons Against Domestic Abuse



2006 Southwest Nail & Beauty Show

For the second year in a row, the Attorney General's Office hosted a *CUT IT OUT* information booth at the Southwest Beauty and Nail Show at the Phoenix Civil Plaza on November 5-6, 2006.

This year at the event, Attorney General's Office focused on promoting the Adopt-a-Shelter program, encouraging salons to adopt a domestic violence shelter in their area by donating time, talent and personal care items. Attorney General Goddard appeared at the event, along with Leah Meyers of the Arizona Coalition Against Domestic Violence and representatives from the Arizona Board of Cosmetology to promote the program and answer questions. During the course of the two day event, we distributed over 1000 shoe cards, posters and brochures.

Walk to End Domestic Violence

The Walk to End Domestic Violence has taken place annually since 2002 and is the single largest fundraiser for the domestic violence community in Arizona.

The money raised is distributed to domestic violence direct service providers, including the Arizona Coalition Against Domestic Violence, a partner in the Arizona *CUT IT OUT* Program.

The Attorney General's Office raised \$525 for the 2006 Walk and distributed information about the *CUT IT OUT* and Adopt-a-Shelter programs at a booth on the Capitol Mall. The Arizona Coalition Against Domestic Violence also sponsored a booth to provide information to participants on the program. Between our two organizations, we were able to hand out hundreds of posters, brochures, and safety cards.

Web Site

Our Web site is an important tool that the Arizona Attorney General's Office is using to raise awareness of domestic violence and to distribute the *CUT IT OUT* materials and message. From our Home Page, www.azag.gov, viewers can follow the Domestic Violence Quick Link to our Domestic Violence page. This site contains a link to an explanation of the *CUT IT OUT* Program, relevant press releases and a photo gallery containing pictures from our *CUT IT OUT* events. Links are also provided to the *CUT IT OUT* Poster, Brochure and Safety Card. We update the Web site regularly with information on upcoming training sessions.

Looking Forward

The Arizona Attorney General's Office plans to continue its support for the CUT IT OUT program this coming year. To commemorate Domestic Violence Month, in October 2007, Attorney General Goddard will send out a letter to our partner organizations, local salons and shelters in Arizona bringing awareness to the Adopt-a-Shelter Program. Included with the letter will be a copy of the most recent CUT IT OUT newsletter and a "Save the Date" flier for the upcoming Girls Night Out to Cut Out Domestic Violence. The Attorney General's Office has partnered with the Girls Night Out event, assisting with staff volunteers, publicity and planning. The event will take place at Dolce Salon and Spa at Arrowhead in Peoria, Arizona, and will raise money for the CUT IT OUT program and local shelters. It will also be the Office's main event to encourage awareness during Domestic Violence month in October. The Attorney General's Office also plans to participate, once again, in the 2007 Southwest Nail & Beauty Show and the 2008 Walk to End Domestic Violence. The Arizona Coalition against Domestic Violence and the Attorney General's Office will continue to train salon professionals and beauty schools throughout the coming year.